

## Claims

1. Method of operating multiple advertising and display devices with matrix-type image structure, in which in a centre a first information content to be displayed is entered, wherein control information stating on which of the multiple advertising and display devices this first information content is to be displayed is entered there, wherein from this first information content and multiple other information contents a data stream is formed, wherein this data stream is distributed to the multiple advertising and display devices in a radio-like way, wherein the control information is transmitted to at least one of the multiple advertising and display devices, wherein at least one of the multiple advertising and display devices receives the data stream and the control information, wherein this advertising and display device analyses the control information for whether the first information content is to be displayed, and wherein this advertising and display device displays the first information content.
2. Advertising and display device with a display unit with matrix-like image construction to display information contents which change over time, the advertising and display device having first reception means to receive a data stream which includes multiple information contents to be displayed, the advertising and display device containing second reception means to receive control information, the advertising and display device containing a selection means, to select one information content from the multiple displayable information contents on the basis of the received control information, and the advertising and display device containing an activation means, to activate the display unit with matrix-like image construction with the selected information content.
3. Centre for a system with multiple advertising and display devices with matrix-like image structure, having first input means to input information contents which can be displayed, having preparation means to form a data stream out of multiple information contents which can be displayed, having transmission means to transmit the data stream to a facility which distributes this data stream in a radio-like way, containing second input means to input control information to select one

of the information contents which can be displayed, and having second transmission means to transmit the control information to at least one of the multiple advertising and display devices.

4. System with multiple advertising and display devices with matrix-like image structure, having multiple advertising and display devices according to Claim 2 and a centre according to Claim 3.
5. Method according to Claim 1, characterized in that the control information is inserted into the data stream which is to be distributed in a radio-like way.
6. Method according to Claim 5, characterized in that the control information for several or all advertising and display devices is combined into an overall control information data stream, and inserted as such into the data stream which is to be distributed in a radio-like way.
7. Method according to Claim 1, characterized in that the control information also includes information about the time or period when the associated information content is to be displayed.